

Trout Sales Up Slightly

Wisconsin's trout producers reported \$1.69 million in trout sales during 1999, slightly above a year earlier. In addition to sales, about 8.6 million trout were distributed for restoration or conservation uses, valued at \$2.22 million.

Foodsize sales, at \$1.25 million, was down 16 percent from 1998. Compared to a year earlier, almost 26 percent fewer fish were sold at or above the 12 inch length required to fit in the foodsize category. Live weight sales, at 368,000 lbs., were down 31 percent. Producers received an average price of \$3.40 per pound, 61 cents above 1998. Foodsize trout were most commonly sold to restaurants and retail buyers followed by fee fishing and private pond stocking operations.

Sales of stockers in 1999, at \$399,000, more than doubled from 1998. The number of stockers sold, at 480,000, was 2.4 times higher. The average price reported by producers for the 6 to 12 inch fish was \$2.43 per pound, 39 cents below a year earlier. The most popular outlet for stockers was fee fishing and private pond stocking operations followed by live haulers.

Fingerling trout sales in 1999, at \$39,000 were more than double the previous year's sales of \$17,000. The number of fingerlings sold was 1.6 times as many as the previous year while the weight, at 13,000 lbs. was more than 4 times higher. The price, at \$141 per 1000 fish, was up \$44.40 from 1998.

Trout-for-sale producers lost 280,000 trout to various causes during 1999. Predators continued to be the leading cause of loss, accounting for 60 percent of all losses.

Fingerlings, at 4.99 million fish, was the most common size of trout distributed for conservation or restoration purposes followed by stockers, at 3.63 million fish and foodsize trout, at 10,000.

Trout, Wisconsin			
Item	Unit	1998	1999
Foodsize sales (over 12 inches length)			
Number sold	1,000	580	430
Pounds sold	1,000	531	368
Value of sales	1,000 dollars	1,481	1,251
Average value per pound	Dollars	2.79	3.40
Foodsize sales by outlet:			
Live haulers	Percent	1	10
Fee/recreational fishing	Percent	18	29
Other producers	Percent	5	4
Direct to consumer	Percent	7	13
Processors	Percent	1	3
Restaurants & retail	Percent	23	39
Stocker sales (6 to 12 inches in length)			
Number sold	1,000	200	480
Pounds sold	1,000	67	164
Value of sales	1,000 dollars	189	399
Average value per pound	Dollars	2.82	2.43
Stocker sales by outlet:			
Live haulers	Percent	51	30
Fee/recreational fishing	Percent	28	44
Other producers	Percent	14	22
Fingerling sales (1 to 6 inches long)			
Number sold	1,000	175	280
Pounds sold	1,000	3	13
Value of sales	1,000 dollars	17	39
Average per 1,000 fish	Dollars	96.60	141.00
Total sales	1,000 dollars	1,687	1,689
Distributed for conservation & restoration			
Food size	1,000 fish	—	10
Stocker	1,000 fish	—	3,630
Fingerling	1,000 fish	—	4,990
		1999	2000
Number of operations, total	Number	70	81
Selling trout	Number	55	63
Distributing trout	Number	18	23

Source: Wisconsin Agricultural Statistics Service.